



WXYZ

ORDER

Print Date 10/06/12

Page 1 of 4

Flight Dates **09/13/12-09/17/12**

Contract / Revision **310756 /**

Original Date / Revision
09/12/12 09/25/12

Advertiser **MI Energy MI Jobs**

Agency **Byrum & Fisk**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product
MI Energy MI Jobs

Agency Com 15%

Billing Contact
**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1620**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	78	\$61,943.75	\$72,875.00	0.00
Totals	78	\$61,943.75	\$72,875.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	78	\$61,943.75	\$72,875.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/13/12	09/17/12	430 AM News 7 Action News This Morni	CM	430a-5a	1--11--	:30	3	\$150.00	P-4	0.00 NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/13/12	09/19/12	1--11--		3		\$150.00		0.00				
N 2	WXYZ	09/13/12	09/17/12	5am News M-F 5am News M-F	CM	5-6am M-F	1--11--	:30	3	\$500.00	P-2	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/13/12	09/19/12	1--11--		3		\$500.00		0.00				
N 3	WXYZ	09/13/12	09/17/12	6am News M-F Action News 6am	CM	6-7am M-F	1--11--	:30	3	\$1,200.00	FX	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 10/06/12

Page 2 of 4

Contract / Revision **310756** Flight Dates **09/13/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/25/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**Product **MI Energy MI Jobs**Estimate # **1620**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/13/12	09/17/12	6am News M-F Action News 6am	CM	6-7am M-F	1--11--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	1--11--					3	\$1,200.00		0.00			
N 4	WXYZ	09/13/12	09/17/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	2--22--	:30	6	\$1,200.00	FX	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	2--22--					6	\$1,200.00		0.00			
N 5	WXYZ	09/15/12	09/15/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	-----S-					2	\$300.00		0.00			
N 6	WXYZ	09/15/12	09/15/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	-----S-					1	\$750.00		0.00			
N 7	WXYZ	09/15/12	09/15/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	-----S-					2	\$600.00		0.00			
N 8	WXYZ	09/16/12	09/16/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	-----S					1	\$300.00		0.00			
N 9	WXYZ	09/16/12	09/16/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	-----S					1	\$750.00		0.00			
N 10	WXYZ	09/16/12	09/16/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	-----S					2	\$500.00		0.00			
N 11	WXYZ	09/13/12	09/17/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1--11--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	1--11--					3	\$800.00		0.00			
N 12	WXYZ	09/13/12	09/17/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1--11--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	1--11--					3	\$600.00		0.00			
N 13	WXYZ	09/13/12	09/17/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	2--22--	:30	6	\$1,000.00	FX	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	2--22--					6	\$1,000.00		0.00			
N 14	WXYZ	09/13/12	09/17/12	12-1pm M-F 12-1pm	CM	12-1pm	1--11--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	1--11--					3	\$1,000.00		0.00			
N 15	WXYZ	09/13/12	09/17/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1--11--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	1--11--					3	\$700.00		0.00			



WXYZ

Print Date: 10/06/12

Page 3 of 4

Contract / Revision **310756** Flight Dates **09/13/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/25/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs**

Estimate # **1620**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	09/13/12	09/17/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1--11--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$700.00		0.00			
N16	WXYZ	09/13/12	09/17/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1--11--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$700.00		0.00			
N17	WXYZ	09/13/12	09/17/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1--11--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$700.00		0.00			
N18	WXYZ	09/13/12	09/17/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1--11--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$1,000.00		0.00			
N19	WXYZ	09/13/12	09/17/12	5p News 5-6pm M-F	CM	5-6pm M-F	1--11--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$1,200.00		0.00			
N20	WXYZ	09/13/12	09/17/12	6p News 6-630pm M-F	CM	6-630pm M-F	1--11--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$1,500.00		0.00			
N21	WXYZ	09/13/12	09/17/12	7p News M-F 7-730p	CM	7-730pm M-F	1--11--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$1,500.00		0.00			
N22	WXYZ	09/16/12	09/16/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S					1	\$800.00		0.00			
N23	WXYZ	09/13/12	09/17/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1--1-11	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--1-11					4	\$2,000.00		0.00			
N24	WXYZ	09/13/12	09/17/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-1	--11--	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	--11--					3	\$500.00		0.00			
N25	WXYZ	09/13/12	09/17/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	1--11--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	1--11--					3	\$250.00		0.00			
N26	WXYZ	09/15/12	09/15/12	SA 1230a-130a Sa Greys	CM	1230am-130am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S-					1	\$250.00		0.00			
N27	WXYZ	09/15/12	09/15/12	SA 1a-2a SA 1a-2a	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S-					1	\$175.00		0.00			



WXYZ

Print Date: 10/06/12

Page 4 of 4

Contract / Revision **310756** Flight Dates **09/13/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/25/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs**

Estimate # **1620**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	09/15/12	09/15/12	SA 1a-2a SA 1a-2a	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S-					1	\$175.00		0.00			
N28	WXYZ	09/16/12	09/16/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S					1	\$750.00		0.00			
N29	WXYZ	09/16/12	09/16/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S					1	\$200.00		0.00			
N30	WXYZ	09/13/12	09/13/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	---T---					1	\$3,000.00		0.00			
N31	WXYZ	09/14/12	09/14/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	----F--					1	\$2,500.00		0.00			
N32	WXYZ	09/16/12	09/16/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	-----S					1	\$2,500.00		0.00			
Totals														78	\$72,875.00